

**African American**  
Quit Line Data Summary  
April 1 - June 30, 2003

	<b>African Amer.</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 124</b>	<b>N = 3,671</b>
<b>Percent of Statewide Calls</b>	4.8%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	3.2%	100.0%

  

	<b>African Am. %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 122</b>	<b>N = 3,165</b>
Female	54.1%	60.2%
Male	45.9%	39.8%
<b>Race/Ethnicity</b>	<b>N = 124</b>	<b>N = 2,585</b>
African American	100.0%	4.8%
<b>Age</b>	<b>N = 124</b>	<b>N = 2,854</b>
Less than 18 years old	3.2%	2.1%
18 - 24 years old	14.5%	14.8%
25 - 34 years old	22.6%	23.1%
35 - 44 years old	30.6%	25.3%
45 years and older	29.0%	34.8%
<b>Education</b>	<b>N = 120</b>	<b>N = 2,724</b>
Did not graduate high school	10.8%	16.0%
High school graduate	43.3%	34.7%
Some college/vocational school	37.5%	36.8%
College graduate	8.3%	12.5%
<b>Caller Type</b>	<b>N = 123</b>	<b>N = 3,278</b>
General Information	4.1%	12.3%
Health care provider	0.0%	3.5%
Tobacco user	95.9%	84.1%
<b>Payer Type</b>	<b>N = 94</b>	<b>N = 2,092</b>
Insured	39.4%	34.9%
Uninsured	26.6%	28.9%
Medicaid	34.0%	36.1%
<b>Heard About</b>	<b>N = 117</b>	<b>N = 2,748</b>
Past caller	7.7%	11.3%
Employer/worksites	0.9%	0.6%
Health care provider	24.8%	24.8%
Television	14.5%	16.6%
Outdoor advertisement (billboard/bus/wall)	4.3%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	10.3%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	5.1%	5.7%
Family or friend	22.2%	22.9%
Health Department	9.4%	4.1%
School	0.9%	0.6%